

## CLAIMS

What is claimed is:

1. A system providing support for user transactions on a media exchange network, the system comprising:
  - a television display for consumption of media;
  - a storage for storing media, and having an associated network address;
  - set top box circuitry communicatively coupled to deliver media from the storage to the television display;
  - an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and
  - server software that receives, via a communication network, a request comprising at least one of the associated network address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, and responds by enabling the completion of the identified user transaction without divulging the identity of the user to a vendor.
2. The system of claim 1 wherein the media comprises at least one of audio, a still image, video, real-time video, and data.

3. The system of claim 1 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.
4. The system of claim 1 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).
5. The system of claim 1 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.
6. The system of claim 1 wherein the communication network is the Internet.
7. The system of claim 1 wherein the interface device comprises one of an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.
8. The system of claim 1 wherein the interface device is communicatively coupled using a wireless coupling mechanism.
9. The system of claim 8 wherein the wireless coupling mechanism comprises at least one of an infrared link and a radio frequency link.

10. The system of claim 1 wherein the user transaction comprises at least one of the storage, exchange, purchase, and consumption of media.
11. The system of claim 1 further comprising:  
a remote control communicatively coupled to the set top box circuitry.
12. The system of claim 11 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.
13. The system of claim 11 wherein the remote control comprises a scanning device to identify at least one of a product and a service.
14. The system of claim 13 wherein the scanning device comprises one of an optical scanner and a radio frequency identification (RFID) interface.
15. A system providing support for user transactions on a media exchange network, the system comprising:  
a television display for consumption of media;  
a storage for storing media;  
set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives a request via the communication network, and responds by enabling the completion of the user transaction without divulging the identity of the user to a vendor.

16. The system of claim 15 wherein the media comprises at least one of audio, a still image, video, real-time video, and data.

17. The system of claim 15 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

18. The system of claim 15 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

19. The system of claim 18 wherein the communication network is the Internet.

20. The system of claim 15 wherein the user transaction comprises at least one of the storage, exchange, purchase, and consumption of media.

21. The system of claim 15 wherein the interface device comprises one of an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.
22. The system of claim 15 wherein the interface device is communicatively coupled using a wireless coupling mechanism.
23. The system of claim 22 wherein the wireless coupling mechanism comprises at least one of an infrared link and a radio frequency link.
24. The system of claim 15 further comprising:  
  
a remote control communicatively coupled to the set top box circuitry.
25. The system of claim 24 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.
26. The system of claim 24 wherein the remote control comprises a scanning device to identify at least one of a product and a service.
27. The system of claim 26 wherein the scanning device comprises one of an optical scanner and a radio frequency identification (RFID) interface.